



**CALIFORNIA WORKFORCE INVESTMENT BOARD  
GREEN COLLAR JOBS COUNCIL  
MAPPING AD HOC  
MEETING NOTICE**



Larry Gottlieb  
Chair

Chris Essel  
Vice Chair

**California Environmental Protection Agency  
1001 I Street, 5th Floor, Room 772  
Sacramento, CA 95812**

Arnold  
Schwarzenegger  
Governor

Barbara Halsey  
Director

**Wednesday, June 3, 2009  
1:30pm – 4:30pm**

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**AGENDA**

- I. Introduction**
  - II. Action: Approval of May 18, 2009 Meeting Minutes**
  - III. Discussion: Regional Forum Planning**
    - i. Agenda
    - ii. Possible Locations
    - iii. Existing Regional Efforts/Collaborations to leverage
    - iv. Breakout Session Topics
    - v. Possible Speakers
    - vi. Facilitators
    - vii. Dates
  - IV. Next steps**
  - V. Public Comment**
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Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the Committee to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply. Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at <http://www.calwia.org> or contact Daniel Patterson for additional information.

**California Workforce Investment Board  
Mapping Ad-Hoc Workgroup  
May 18<sup>th</sup>, 2009**

**I. Introduction:**

A brief recap and summary of the Regional Forums that convene existing collaborations and stakeholders such as BTH's Regional Economic Recovery Work Plans, Regional Workforce Development Collaborations, and providers of ARRA funded building retrofitting activities.

**II. Action Approval of April 23, 2009 Meeting Minutes**

The meeting minutes as recorded were approved.

**III. Discussion: Regional Convening**

Ms. Halsey opened the discussion with the question of how does the Green Collar Jobs Council (Council) convene meetings around green collar jobs broadly?

Mr. Albright stated that it was very important not to get too focused on any one sector, such as weatherization. It is important to show the big picture, who the players are in this larger context, and then drill down to specific industries.

Ms. Halsey then asked if Ms. Hawkins could provide more insight into the Weatherization initiative, where the Council could get involved, and how can it add to what the Department of Community Services and Development is trying to accomplish.

Ms. Hawkins described the Low-Income Home Energy Assistance Program and the Weatherization Assistance Program as long standing programs that, with the addition of the ARRA funding (\$185 million), are poised to create a modest number of jobs. Ms. Hawkins stated that the initial local plans indicate that the conservative estimate of jobs created will be only 1,000 over the course of 2 years. She cautioned that while some estimates of Weatherization job growth are in the tens of thousands the reality is approximately 50,000 more dwellings will be served over the norm working out to roughly 1,000 jobs.

These numbers are not all laborers and that, Ms. Hawkins stated, is important to keep in mind. These weatherization jobs include energy audit assessors, basic weatherization workers, specialty laborers, as well as accountants, HR Specialists, and administrative staff.

Mr. Quesada asked if the Weatherization Program is only available to home/dwelling owners.

Ms. Hawkins, stated that unlike the utilities program Weatherization does not discriminate between owner occupied or rental, as long as they meet the low-income requirements. In the case of an apartment complex 60 percent of the tenants must meet the low-income guidelines.

The long term piece of the weatherization program is to create some kind of market transformation, so when the government subsidies of these jobs run out there will be sufficient business demand to ensure that jobs do not disappear.

Mr. Albright then suggested that this discussion be a primary focus of the regional convenings of the Council, its mission is after all to transform California's economy. Therefore the focus should not be solely on weatherization, but instead a wide variety of green industries. A major outcome of these meetings would hopefully be a network of partners at the regional level.

Ms. Halsey provided copies of the DOL Seattle Transformation Forum Self –Assessment Tool, Action Planning Tools, and Agenda to use as a starting point to structure the regional forums. The group agreed that they would like to do so.

Mr. Sedlik stated that if we could develop a model that could be scaled and if the business demand could be created, then we would truly be talking about transformation. Then the discussion would not be on weatherization on a house by house basis, but rather hundreds of homes at one time.

Mr. Knox then suggested that California should submit a state level application to the Federal Department of Energy specifically for this initiative. In this way we could demonstrate that the various state agencies that participate on the Council are leveraging resources in support of the Green Economy.

The Ad-Hoc then agreed that a portion of the regional convening should be used to provide an inventory of funding opportunities, requirements for funding sources, and how funding can be maximized.

Mr. Sedlik summarized the group's discussion: Assuming that we can do something transformational with this one-time money (ARRA), we need to be able to leverage various funding sources at the Federal and State level. Not all regions are going to be interested in the "big picture." We need to get the information out and show the funding as it exists and also demonstrate that integration can be achieved from multiple sources in each community. At the state-level, we can influence funding sources for flexibility and leveraging.

Mr. Albright suggested that we should use facilitated small group discussions using World Café, the DOL Transformational Forum model, or another such process. These smaller groups can tackle planning a sector strategy for specific green sub sectors (weatherization, structure retrofit, etc.) as well as bigger topics of social equity, at risk youth, career ladders, etc.

The group agreed to stay with the aggressive schedule presented to them to convene nine forums across the state by the end of September 2009.

Summarized outcomes of the regional forums:

- Promote efficiency of leveraging and partnerships

- Learn from the regions, how the state and federal governments can help
- Use breakout (facilitated) sessions for problem solving and breaking down barriers at the local and regional levels
- Have participants take ownership of a regionally-built process
- Have participants create action plans that will cause them to come together again
- Short term goal: Saving Jobs Long Term Goal: Sustainable Economic Future